

WMC

ORDER



Flight Dates 10/31/12-11/06/12

Order Sep 00:15:00

Product

Estimate # 3157

Contract / Revision **843579** /

FLINN FOR CONGRESS (R-TN) 315

Alt Order # 6400432

Original Date / Revision
10/30/12 10/30/12

Agency Com 15%

<u>Billing Type</u>	Cash
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Billing Contact

<u>Order Type</u>	Political
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Advertiser Flinn, George

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Agency Strategic Media Placement.

Rev Codes	Agency	Political	Pol-Candid
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Buying Contact **Whitney Eversole**

Sales Office T-PHI

Product Codes PL810

7669 Stagers Loop
Delaware, OH 43015

Sales Region National

Priority P 4

Agency Ref

Advertiser Ref

Primary Account Executive
Jim Quinn

Account Executive	Order%	Start Date	End Date
Jim Quinn	100%		

Order Share 30% Market Value 55000

Competing Station	% of Order	Amount
WBUY	%	0
WHBQ	18%	9900
WKNO	%	0
WLMT	1%	550
WMAV	%	0
WMct	%	0
WMCw	%	0
WPTY	4%	2200
WPXX	%	0
WREG	47%	25850

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	40	\$14,025.00	\$16,500.00	0.00	10/29/12	11/06/12	40	\$14,025.00	\$16,500.00
Totals	40	\$14,025.00	\$16,500.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	40	\$14,025.00	\$16,500.00	0.00	10/29/12	11/06/12	40	\$14,025.00	\$16,500.00
Totals	40	\$14,025.00	\$16,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N 1	WMC	10/31/12	11/02/12	Action News 5 @ 6a Action News 5 @ 6a	Comm	6-7a	--WTF--	:30	3	\$350.00	P 4	0.00	NM	3	\$1,050.00
1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	--WTF--		3		\$350.00		0.00					
N 2	WMC	11/05/12	11/06/12	Action News 5 @ 6a Action News 5 @ 6a	Comm	6-7a	MT-----	:30	2	\$350.00	P 4	0.00	NM	2	\$700.00
2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/05/12	11/11/12	MT-----		2		\$350.00		0.00					
N 3	WMC	10/31/12	11/02/12	NBC Today Show NBC Today Show	Comm	7-9a	--WTF--	:30	4	\$250.00	P 4	0.00	NM	4	\$1,000.00
3															



Hiatus Dates

Order Sep 00:15:00

Product **FLINN FOR CONGRESS (R-** Estimate # **3157**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WMC	10/31/12	11/02/12	NBC Today Show NBC Today Show	Comm	7-9a	--WTF--	:30	4	\$250.00	P 4	0.00	NM	4	\$1,000.00
3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		4				\$250.00		0.00			
N 4	WMC	11/05/12	11/06/12	NBC Today Show NBC Today Show	Comm	7-9a	MT-----	:30	2	\$250.00	P 4	0.00	NM	2	\$500.00
4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$250.00		0.00			
N 5	WMC	11/03/12	11/03/12	NBC Saturday Today Show NBC Saturday Today Sho	Comm	SAT 6-8a	-----S-	:30	1	\$175.00	P 3	0.00	NM	1	\$175.00
5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$175.00		0.00			
N 6	WMC	11/03/12	11/03/12	Action News Saturday @ 8 Action News Saturday @	Comm	SAT 8-10a	-----S-	:30	1	\$125.00	P 4	0.00	NM	1	\$125.00
6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$125.00		0.00			
N 7	WMC	11/04/12	11/04/12	Action News Sunday @ 8 Action News Sunday @ 8	Comm	SUN 8-9a	-----S	:30	1	\$150.00	P 4	0.00	NM	1	\$150.00
7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$150.00		0.00			
N 8	WMC	10/31/12	11/02/12	Action News 5 @ 5p M-F Action News 5 @ 5p	Comm	M-F 5-530p	--WTF--	:30	3	\$400.00	P 4	0.00	NM	3	\$1,200.00
8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$400.00		0.00			
N 9	WMC	11/05/12	11/05/12	Action News 5 @ 5p M-F Action News 5 @ 5p	Comm	M-F 5-530p	M-----	:30	2	\$400.00	P 4	0.00	NM	2	\$800.00
9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2				\$400.00		0.00			
N 10	WMC	10/31/12	11/02/12	Action News 5 @ 6p M-F Action News 5 @ 6p	Comm	M-F 6-630p	--WTF--	:30	4	\$500.00	P 4	0.00	NM	4	\$2,000.00
10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		4				\$500.00		0.00			
N 11	WMC	11/05/12	11/05/12	Action News 5 @ 6p M-F Action News 5 @ 6p	Comm	M-F 6-630p	M-----	:30	1	\$500.00	P 4	0.00	NM	1	\$500.00
11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$500.00		0.00			
N 12	WMC	11/03/12	11/03/12	Sat Action News 5 @ 6p Sat Action News 5 @ 6p	Comm	SAT 6-630p	-----S-	:30	1	\$200.00	P 4	0.00	NM	1	\$200.00
12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$200.00		0.00			
N 13	WMC	11/03/12	11/03/12	Wheel of Fortune SAT Wheel of Fortune	Comm	SAT 630-7p	-----S-	:30	1	\$250.00	P 4	0.00	NM	1	\$250.00



Contract / Revision **843579** Flight Dates 10/31/12-11/06/12

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser **Flinn, George**

Product **FLINN FOR CONGRESS (R-** Estimate # **3157**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
N 13	WMC	11/03/12	11/03/12	Wheel of Fortune SAT Wheel of Fortune	Comm	SAT 630-7p	-----S-	:30	1	\$250.00	P 4	0.00	NM	1	\$250.00
13		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$250.00		0.00			
N 14	WMC	11/04/12	11/04/12	Sun Action News 5 @ 5p Sun Action News 5 @ 5p	Comm	SUN 5-530p	-----S	:30	1	\$200.00	P 4	0.00	NM	1	\$200.00
14		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$200.00		0.00			
N 15	WMC	10/31/12	11/02/12	Wheel of Fortune M-F Wheel of Fortune	Comm	M-F 630-7p	--WTF--	:30	4	\$600.00	P 4	0.00	NM	4	\$2,400.00
15		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		4				\$600.00		0.00			
N 16	WMC	11/05/12	11/05/12	Wheel of Fortune M-F Wheel of Fortune	Comm	M-F 630-7p	M-----	:30	1	\$600.00	P 4	0.00	NM	1	\$600.00
16		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$600.00		0.00			
N 17	WMC	10/31/12	11/02/12	Late News M-F M-F Late News	Comm	M-F 10-1035p	--WTF--	:30	4	\$600.00	P 4	0.00	NM	4	\$2,400.00
17		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		4				\$600.00		0.00			
N 18	WMC	11/05/12	11/05/12	Late News M-F M-F Late News M-F	Comm	M-F 10-1035p	M-----	:30	1	\$600.00	P 4	0.00	NM	1	\$600.00
18		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$600.00		0.00			
N 19	WMC	11/03/12	11/03/12	Late News Sa SAT Late News	Comm	SAT 10-1030p	-----S-	:30	1	\$400.00	P 4	0.00	NM	1	\$400.00
19		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$400.00		0.00			
N 20	WMC	11/04/12	11/04/12	11p Su Action News foot 11p Sun Action News	Comm	SUN 11-1130p	-----S	:30	1	\$500.00	P 4	0.00	NM	1	\$500.00
20		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$500.00		0.00			
N 21	WMC	11/04/12	11/04/12	Football Night in America Football Night in America	Comm	SUN 6-715p	-----S	:30	1	\$750.00	P 4	0.00	NM	1	\$750.00
21		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$750.00		0.00			
Totals														40	\$16,500.00

REP HEADLINE# 6400432
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 610-225-7233
HARRIS REPORT FROM REP
OCT30/12 13.58
*** WMC-TV ***

ADV # ADV. NAME POLI/G FLINN/R/CON/TN

AGY # AGY. NAME STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

REP. # OFF. # SALESMAN #

BUYER NAME WHITNEY EVERSOLE

SALES PRSN PH- JIM QUINN

ORDER # CONTRACT # 6400432

CLASS: NATL. LOCAL REGIONAL

PRDCT FLINN FOR CONGRESS EST#3157 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT31/12 NOV6/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT30/12 13.58

REP: NEW POLITICAL ORDER

ED: 10/31 - 11/6
TTL: \$16,500
PLS CNF

THANKS
ANGELA

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

GEORGE FLINN FOR CONGRESS 2012

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 3157

1			600A-700A	30	4	\$350.00	10/31	11/2	3		W-F	3
---	--	--	-----------	----	---	----------	-------	------	---	--	-----	---

PROGRAM : NEWS

2			600A-700A	30	4	\$350.00	11/5	11/6	2		M-TU	2
---	--	--	-----------	----	---	----------	------	------	---	--	------	---

PROGRAM : NEWS

3			700A-900A	30	4	\$250.00	10/31	11/2	4		W-F	4
---	--	--	-----------	----	---	----------	-------	------	---	--	-----	---

PROGRAM : NEWS

ORD COM1 : 2X MAX/DAY: F

10/30/12

REP: TEL# 610-293-4100 FAX# 610-225-7233
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT30/12 13.58
*** WMC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A	30	4	\$250.00	11/5	11/6	2		M-TU	2
PROGRAM : NEWS												
5			600A-800A	30	3	\$175.00	11/3	11/3	1		SAT	1
PROGRAM : SAT TODAY												
6			800A-1000A	30	4	\$125.00	11/3	11/3	1		SAT	1
PROGRAM : TODAY SHOW												
7			800A-900A	30	4	\$150.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS												
8			500P-530P	30	4	\$400.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
9			500P-530P	30	4	\$400.00	11/5	11/5	2		MON	2
PROGRAM : NEWS												
ORD COM1 : 2X MAXDAY												
10			600P-630P	30	4	\$500.00	10/31	11/2	4		W-F	4
PROGRAM : NEWS												
ORD COM1 : 2X MAXDAY:TH												
11			600P-630P	30	4	\$500.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
12			600P-630P	30	4	\$200.00	11/3	11/3	1		SAT	1
PROGRAM : NEWS												
13			630P-700P	30	4	\$250.00	11/3	11/3	1		SAT	1
PROGRAM : WHEEL OF FORTUNE												
14			500P-530P	30	4	\$200.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS												

REP HEADLINE# 6400432
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-7233
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT30/12 13.58
 *** WMC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
15			630P-700P	30	4	\$600.00	10/31	11/2	4		W-F	4
PROGRAM : WHEEL OF FORTUNE												
16			630P-700P	30	4	\$600.00	11/5	11/5	1		MON	1
PROGRAM : WHEEL OF FORTUNE												
17			1000P-1035P	30	4	\$600.00	10/31	11/2	4		W-F	4
PROGRAM : NEWS												
18			1000P-1035P	30	4	\$600.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
19			1000P-1030P	30	4	\$400.00	11/3	11/3	1		SAT	1
PROGRAM : NEWS												
20			1100P-1130P	30	4	\$500.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS												
21			630P-715P	30	4	\$750.00	11/4	11/4	1		SUN	1
PROGRAM : NFL PREGAME												
6-715P												
NOV/12 16500.00												
CONTRACT TOTAL												16500.00
TOTAL SPOTS												40

MARKET TOTALS \$55,000 WMC 30% WHPQ 18% WREG 47% WPTV 4% WTVT 1% WPKX 0%
 SVC- NSI
 DEMOS- RA35+*

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, KEGAN BERAN

being/on behalf of: GEORGE FLINN, a legally

qualified candidate of the REPUBLICAN political

party for the office of: U.S. House of Representatives - Tennessee Congressional District 9

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Flinn for Congress - 1661 Aaron Brenner Dr. Ste 300. Memphis, TN 38120

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

JACK MICHAEL SAMMONS

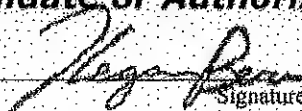
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/10/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, STRATEGIC MEDIA PLACEMENT

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

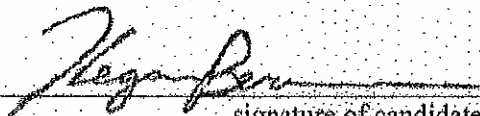
☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

KEGAN BERAN

printed name

9/10/12

date

